

ORDER**KSNV**

Orders
Order / Rev: 102318
Alt Order #: 06819924
Product Desc: NASIT
Estimate: 1245
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 05/30/12 / 07/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Nevadans Against Special Interest Tax *Revised*
Demographic: A35+
Product Codes: PL11
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	66	\$50,550.00	\$42,967.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$50,550.00	\$42,967.50	0.00
Totals	66	\$50,550.00	\$42,967.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$50,550.00
Market	100%	\$180,535.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$55,966.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$28,885.71
KTUD	1%	\$1,805.36
KVVU	17%	\$30,691.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$12,637.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$400.00		0.00			

Order / Rev: 102318
 Alt Order #: 06819924
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1245

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$400.001		0.00	NM	3	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$400.00			0.00			
E 2	KSNV	09/18/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$725.001		0.00	NM	3	\$2,175.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$725.00			0.00			
E 3	KSNV	09/18/12	09/24/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.001		0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$900.00			0.00			
E 4	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.001		0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S-			1		\$375.00			0.00			
E 5	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.001		0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S			1		\$375.00			0.00			
E 6	KSNV	09/23/12	09/23/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.001		0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S			1		\$500.00			0.00			
E 7	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$425.001		0.00	NM	3	\$1,275.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$425.00			0.00			
E 8	KSNV	09/18/12	09/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$325.001		0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$325.00			0.00			
E 9	KSNV	09/18/12	09/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.001		0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$325.00			0.00			
E 10	KSNV	09/18/12	09/24/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$425.001		0.00	NM	3	\$1,275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$425.00			0.00			
E 11	KSNV	09/18/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.001		0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$325.00			0.00			
E 12	KSNV	09/18/12	09/24/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.001		0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--			3		\$425.00			0.00			
E 13	KSNV	09/18/12	09/24/12		CM	2pm-3pm	MTWTF--	:30	3	\$325.001		0.00	NM	3	\$975.00

Order / Rev: 102318
 Alt Order #: 06819924
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1245

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE DOCTORS THE DOCTORS THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$325.00 0.00															
E 14	KSNV	09/18/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$450.00 0.00															
E 15	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$725.00	1	0.00	NM	3	\$2,175.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$725.00 0.00															
E 16	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$725.00	1	0.00	NM	3	\$2,175.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$725.00 0.00															
E 17	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 4 \$1,200.00 0.00															
E 18	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$675.00 0.00															
E 19	KSNV	09/18/12	09/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,300.00 0.00															
E 20	KSNV	09/18/12	09/24/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,300.00 0.00															
E 21	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF Jeopardy/Wheel	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$525.00 0.00															
E 22	KSNV	09/19/12	09/19/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
ROCK CENTER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$3,000.00 0.00															
E 23	KSNV	09/21/12	09/21/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
DATELINE NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ----F-- 1 \$2,600.00 0.00															
E 24	KSNV	09/22/12	09/22/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,200.00 0.00															
E 25	KSNV	09/23/12	09/23/12		CM	7-10pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00

Order / Rev: 102318
 Alt Order #: 06819924
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1245
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Live in Prime News 3 in Prime NEWS AFTER NFL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,600.00 0.00															
E 26	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,200.00 0.00															
E 27	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,100.00 0.00															
E 28	KSNV	09/18/12	09/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$500.00 0.00															
E 29	KSNV	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,400.00 0.00															
													Totals	66	\$50,550.00